

Lead Generation

A proven lead generation process that aligns your capabilities with market opportunities to drive measurable growth by generating qualified prospects.

Few business challenges compare to the urgency of maintaining a pipeline of sales opportunities.

Without a steady flow of qualified prospects that match your capabilities and that will be receptive to your sales message, no business can sustain itself for long. The Lead Generation Program takes a hands-on approach to understanding your strengths, identifying an ongoing list of prospects, and managing both the active outreach and the communication of leads to your sales team.

Benefits

- Custom action plans are created to address competitive conditions, identify target markets, draft unique selling points, and structure outreach.
- The program works as an extension of our your sales team, assigning 4 to 6 experienced lead generation professionals to work on your behalf to identify and call on roughly 60 prospects each month.
- Unlimited access to a project dashboard, customer database, and project tools that are reviewed twice monthly to instill business development best practices.
- Dollar-for-dollar, the Lead Generation program is the lowest cost, highest impact sales and marketing investment any business can make.

The Lead Generation Program Difference

The program has successfully delivered lead generation services to more than 300 business across the region and around the country. Over the last decade we have developed and refined a process that begins with an assessment of your capabilities and messaging, providing in-depth secondary research into your current and prospective end-use markets. On your behalf, we build and maintain a list of prospects, vet them for applicability, conduct outreach, and nurture leads to do the legwork of your lead development efforts.

Testimonials

“The Lead Generation program has lined up some excellent appointments for us. We have our own internal outreach, but some prospects are so busy that it’s helpful to have the lead generation team follow up in a planned, structured way. The biweekly phone calls tell us exactly where we stand, the market intelligence has been helpful in keeping our database up to date, and overall it makes our own marketing efforts more effective.”

- Diane Lewis
Manager of Business Development Services, Manufacturers Resource Center (MRC)

“The best part of the Lead Generation program is having a team of representatives working on our behalf. The process makes it possible for a company like ours to pursue business growth even though we are too small to carry a full-time sales representative. Our investment in Lead Generation helped us gain a new customer for whom we now process more than 100 part numbers. We’ve seen positive growth with three other companies, and have satisfied several RFQs thanks to the lead generation team.”

- Stephen Kelly
General Manager, Accurate Burring

Webinar: Proven Ways to Generate New Leads During an Economic Downturn

There is no surprise that COVID-19 has had a tremendous impact on companies. Manufacturers cannot attend tradeshows or hold events at this time, so they will have to rethink the way they generate leads, network and do business overall.

This webinar will review the proven lead generation process that aligns companies’ capabilities with market opportunities to drive measurable growth by generating qualified prospects. Few business challenges compare to the urgency of maintaining a pipeline of sales opportunities. Without a steady flow of qualified prospects that match companies’ capabilities and will be receptive to your sales message, no business can sustain itself for long.

“The Lead Generation program has created more business and quoting opportunities for Corry Rubber in the last six months than the combined efforts of the other marketing and consulting firms I’ve engaged in the last ten years. The outcomes to date have been well worth the investment.”

- Bob Michael, Ph.D, P.E.
Engineering Manager, Corry Rubber